

This listing of claims will replace all prior versions, and listings, of claims in this application:

LISTING OF CLAIMS:

1-15 (Canceled)

16. (New) A method of imparting an immediate sensation to the mucous membrane, oral cavity, throat, or skin, comprising applying to the mucous membrane, oral cavity, throat, or skin, a sensate composition consisting essentially of:

a) a cooling sensate substance consisting essentially of at least one member selected from the group consisting of menthol, isopulegole, 3-(1-menthoxy) propan-1,2-diol, p-menthan-3,8-diol, 6-isopropyl-9-methyl-1,4-dioxaspiro-(4,5)-decane-2-methanol, menthyl succinate, alkaline earth salts of menthyl succinate, trimethyl cyclohexanol, N-ethyl-2-isopropyl-5-methylcyclohexane carboxamide, 3-(1-menthoxy)-2-methyl-propan-1,2-diol, mint oil, peppermint oil, wintergreen, menthone, menthone glycerin ketal, menthyl lactate, [1'R,2'S,5'R]-2-(5'-methyl-2'-(methylethyl)cyclohexyloxy)ethan-1-ol, [1'R,2'S,5'R]-3-(5'-methyl-2'-(methylethyl)cyclohexyloxy)propan-1-ol, [1'R,2'S,5'R]-4-(5'-methyl-2'-(methylethyl)cyclohexyloxy)butan-1-ol, spearmint, and mixtures thereof;

b) a warming sensate substance consisting essentially of at least one member selected from the group consisting of vanillyl ethyl ether, vanillyl propyl ether, vanillin propylene glycol acetal, ethyl vanillin propylene glycol acetal, capsaicin, gingerol, vanillyl butyl ether, 4-(1-menthoxy-methyl)-2-phenyl-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3',4'-

dihydroxy-phenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(2'-hydroxy-3'-methoxy-phenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(4'-methoxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'4'-methylenedioxy-phenyl)-1,3-dioxolane, hot pepper oil, capsicum oleoresin, ginger oleoresin, nonyl acid vanillylamide, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, and mixtures thereof;

c) a tingling sensate substance consisting essentially of at least one member selected from the group consisting of Jambu Oleoresin, Zanthoxylum peperitum, saanshool-I, saanshool II, sanshoamide, Spilanthol, and mixtures thereof; and

d) a diluent or carrier.

17. (New) A method of imparting an immediate sensation to the mucous membrane, oral cavity, throat, or skin, comprising applying to the mucous membrane, oral cavity, throat, or skin, a sensate composition consisting essentially of:

a) from about 0.001% by weight to about 10% by weight of a cooling sensate substance consisting essentially of at least one member selected from the group consisting of menthol, isopulegole, 3-(1-menthoxy) propan-1,2-diol, p-menthan-3,8-diol, 6-isopropyl-9-methyl-1,4-dioxaspiro-(4,5)-decane-2-methanol, menthyl succinate, alkaline earth salts of menthyl succinate, trimethyl cyclohexanol, N-ethyl-2-isopropyl-5-methylcyclohexane carboxamide, 3-(1-menthoxy)-2-methyl-propan-1,2-diol, mint oil, peppermint oil, wintergreen, menthone, menthone glycerin ketal, menthyl lactate, [1'R,2'S,5'R]-2-(5'-methyl-2'-(methylethyl)cyclohexyloxy)ethan-1-ol, [1'R,2'S,5'R]-3-(5'-methyl-2'-(methylethyl)cyclohexyloxy)propan-1-ol, [1'R,2'S,5'R]-4-(5'-methyl-2'-(methylethyl)cyclohexyloxy)butan-1-ol, spearmint, and mixtures thereof;

b) from about 0.001% by weight to about 10% by weight of a warming sensate substance consisting essentially of at least one member selected from the group consisting of vanillyl ethyl ether, vanillyl propyl ether, vanillin propylene glycol acetal, ethyl vanillin propylene glycol acetal, capsaicin, gingerol, vanillyl butyl ether, 4-(1-menthoxy-methyl)-2-phenyl-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3',4'-dihydroxy-phenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(2'-hydroxy-3'-methoxy-phenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(4'-methoxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'4'-methylenedioxy-phenyl)-1,3-dioxolane, hot pepper oil, capsicum oleoresin, ginger oleoresin, nonyl acid vanillylamide, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, and mixtures thereof;

c) from about 0.001% by weight to about 10% by weight of a tingling sensate substance consisting essentially of at least one member selected from the group consisting of Jambu Oleoresin, Zanthoxylum peperitum, saanshool-I, saanshool II, sanshoamide, Spilanthol, and mixtures thereof; and

d) a diluent or carrier.

18. (New) A method of imparting an immediate sensation to a product, comprising adding to the product a sensate composition consisting essentially of

a) a cooling sensate substance consisting essentially of at least one member selected from the group consisting of menthol, isopulegole, 3-(1-menthoxy) propan-1,2-diol, p-menthan-3,8-diol, 6-isopropyl-9-methyl-1,4-dioxaspiro-(4,5)-decane-2-methanol, menthyl succinate, alkaline earth salts of menthyl succinate, trimethyl cyclohexanol, N-ethyl-2-isopropyl-5-methylcyclohexane carboxamide, 3-(1-menthoxy)-2-methyl-propan-1,2-diol, mint oil, peppermint oil, wintergreen, menthone, menthone glycerin ketal, menthyl lactate, [1'R,2'S,5'R]-

2-(5'-methyl-2'-(methylethyl)cyclohexyloxy)ethan-1-ol, [1'R,2'S,5'R]-3-(5'-methyl-2'-(methylethyl)cyclohexyloxy)propan-1-ol, [1'R,2'S,5'R]-4-(5'-methyl-2'-(methylethyl)cyclohexyloxy)butan-1-ol, spearmint, and mixtures thereof;

b) a warming sensate substance consisting essentially of at least one member selected from the group consisting of vanillyl ethyl ether, vanillyl propyl ether, vanillin propylene glycol acetal, ethyl vanillin propylene glycol acetal, capsaicin, gingerol, vanillyl butyl ether, 4-(1-menthoxy-methyl)-2-phenyl-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3',4'-dihydroxy-phenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(2'-hydroxy-3'-methoxy-phenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(4'-methoxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'4'-methylenedioxy-phenyl)-1,3-dioxolane, hot pepper oil, capsicum oleoresin, ginger oleoresin, nonyl acid vanillylamide, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, and mixtures thereof;

c) a tingling sensate substance consisting essentially of at least one member selected from the group consisting of Jambu Oleoresin, Zanthoxylum peperitum, saanshool-I, saanshool II, sanshoamide, Spilanthol, and mixtures thereof; and

d) a diluent or carrier.

19. (New) A method of imparting an immediate sensation to a product, comprising adding to the product from about 0.001% by weight to about 20% by weight of a sensate composition consisting essentially of:

a) a cooling sensate substance consisting essentially of at least one member selected from the group consisting of menthol, isopulegole, 3-(1-menthoxy) propan-1,2-diol, p-menthan-3,8-diol, 6-isopropyl-9-methyl-1,4-dioxaspiro-(4,5)-decane-2-methanol, menthyl

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b) a warming sensate substance consisting essentially of at least one member selected from the group consisting of vanillyl ethyl ether, vanillyl propyl ether, vanillin propylene glycol acetal, ethyl vanillin propylene glycol acetal, capsaicin, gingerol, vanillyl butyl ether, 4-(1-menthoxy-methyl)-2-phenyl-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3',4'-dihydroxy-phenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(2'-hydroxy-3'-methoxy-phenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(4'-methoxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'4'-methylenedioxy-phenyl)-1,3-dioxolane, hot pepper oil, capsicum oleoresin, ginger oleoresin, nonyl acid vanillylamide, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, and mixtures thereof;

d) a diluent or carrier.

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21. (New) The method of claim 20, wherein the personal care product is selected from the group consisting of a soap, a hair gel, a hair tonic, a hair growth stimulant, a shampoo, a cleansing lotion, an astringent lotion, a shaving foam, a shaving cream a conditioner, a bubble bath, a deodorant, an antiperspirant, a skin lotion, a skin cream, a moisturizer, and an ointment.

22. (New) The method of claim 20, wherein the food is selected from the group consisting of a candy, a lozenge, a confectionery, a chewing gum, a mint, a chocolate, a cake, a cookie, a beverage, an alcoholic beverage, a seasoning, a salad dressing, and a dip.

23. (New) The method of claim 20, wherein the pharmaceutical formulation is selected from the group consisting of a topical medicine, a nebulizer, a medicated lozenge, a chewable medicine, an insect repellant spray, a hair tonic, and an analgesic preparation.

24. (New) The method of claim 20, wherein the cosmetic is selected from the group consisting of a lipstick, an after shave lotion, a foundation, and a cologne.

25. (New) The method of claim 20, wherein the oral care product is selected from the group consisting of a mouthwash, a candy, and a toothpaste.

26. (New) The method of claim 19, wherein the product is selected from the group consisting of a personal care product, a cosmetic, an oral care product, a food, and a pharmaceutical formulation.

